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An AHP Approach to Prioritize Traditional Sago Processed Foods in South Sulawesi, Indonesia

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Abstract

To attempts to revive sago processed food in South Sulawesi should be connected in supporting food diversification based on local resource. This research is intended to select the best traditional sago processed food in South Sulawesi among (1)*Kapurung*, (2) roasted sago (*Dange*) (3) sago noodle, (4) various of snacks (*Bagea* and *Ongol-ongol*), (5) sago pearls, (6) and dried sago starch, by using an analytic hierarchy process (AHP). Marketability, business feasibility, technical support, value added & sustainability and risk & uncertainty are used as the criteria to determine the best traditional foods. The results show that dried sago starch has the highest importance then followed by sago noodle, sago pearls, sago snack, *Kapurung* and sago roasted with global priority vector are 0.313, 0.255, 0.159, 0.120, 0.106 and 0.048 respectively. Therefore, the development of sago starch quality should be improved by related stakeholders in the near future. Indeed, the better quality of sago starch will give added value to the quality of other traditional sago processed foods in South Sulawesi.

Key words: *Analytic hierarchy process, traditional food, sago, quality improvement.*